



Business Writing: What Works, What Won't

Wilma Davidson

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A thorough, accessible, and results-oriented guidebook intended for today's business environment, *Business Writing: What Works, What Won't* offers the first and last word on writing memos, business letters, reports, and all other kinds of business documents. Wilma Davidson, a veteran corporate writing coach whose clients have included M&M Mars, Johnson & Johnson, Anheuser-Busch, and several other Fortune 500 companies, uses clear and memorable examples, charts, cartoons, and anecdotes to convey exactly what succeeds--and what fails--in written business communication.

This new edition of Business Writing has been fully revised and updated to cover e-mail, Palm Pilots, and the latest in word processor technology. It will be an indispensable reference for all students of business and management--a book that answers questions about style, provides guidance in matters of grammar, and reveals countless insights about writing with precision, confidence, humor, and eye-catching effectiveness.

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